Dan Napoleoni

Frontend Developer · Melbourne, Australia

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SUMMARY

Frontend developer with 15+ years of experience across the full evolution of web development — from Flash and interactive media through to modern React, TypeScript, and Vue.js applications. Strong UX instincts, clear communicator, and genuine collaborator. Experienced across agency and product environments with deep expertise in digital marketing production alongside modern frontend engineering.

SKILLS & TOOLS

Development	React · TypeScript · Vue.js · JavaScript (ES6+) · HTML5 / Semantic HTML · CSS3 / SCSS / Tailwind · Next.js · Nuxt · Quasar · Laravel · GSAP · REST APIs · GraphQL
UX	Figma → Code · Responsive Design · WCAG Accessibility · UX Advocacy & Review · Interaction Design Implementation · Design System Contribution · Edge Case Identification · Error State & Empty State Design · User Flow Analysis
Marketing	Salesforce Marketing Cloud · eDM Design & Development · HTML Email (Responsive, Cross-client) · Google DV360 / DoubleClick Studio · Dynamic HTML Banners (DCO) · Campaign Deployment & QA · A/B Testing · Google Web Designer · Campaign Monitor · Mailchimp
Tools	Git · Agile / Scrum · AI-Assisted Development (Claude, Copilot, Cursor) · Headless CMS (Storyblok, DatoCMS, Craft CMS) · Photoshop / Sketch / Figma · Litmus · Browserstack · Cross-browser / Cross-device QA

EXPERIENCE

Software Engineer, Saturday Quiz Time

2026 - Current · Freelance

Frontend UI updates and analytics integration for an interactive puzzle platform — GTM tracking for social sharing and communications, Mixpanel event fixes, plus Stripe and Supabase work across the stack.

Software Engineer, Everest Engineering

2025 - 2026 · Contract

React & TypeScript feature development for Splose, a healthcare practice management platform. Built a new reporting dashboard under a tight product launch deadline, and designed a reusable "FlowModal" engine that turned repetitive modal implementations into a modular, documented system for future developers to build on.

Frontend Developer, Mira | Business Software

2024 - 2025 · Role made redundant

Frontend development for a SaaS app built in Quasar, Vue JS and Laravel. Small, self-directed dev team that owned the full product lifecycle from user feedback through to shipping. Upskilled in Laravel and Figma on the job to contribute beyond the frontend. Created and developed a new feature from interpreting user feedback, creating wireframes, mocking up designs with component ui, developing and testing.

eDM Developer, World Vision Australia

2023 · Contract

Short contract covering BAU eDM development — translating designs into HTML emails for the Child Sponsorship program, plus branded templates for the team's internal SharePoint site.

VueJS Developer, AdTorque Edge

2023 · Role made redundant

Sole developer on a ground-up SPA build in VueJS, TypeScript & Tailwind — a management tool for car-dealership franchise owners. Evaluated and replaced the original component library, set up the project architecture, and advocated for proper scoping and backend support throughout.

Frontend Developer, Honest Fox

2022 · Role made redundant

Developed a ground-up rebuild of the agency website in Vue, Nuxt, Tailwind & Storyblok — then went beyond the brief to make the entire site CMS-editable with a full page-builder system. Followed by general agency work across Vue, React, vanilla JS, and CMS platforms including Hubspot, Strapi, Contentful and CraftCMS.

Technical Producer, Bower House Digital

2021 - 2022

Poached from Clemenger after impressing the CEO with my Salesforce work. Modernised the team's entire eDM development pipeline — new tooling, streamlined asset workflows, and a complete overhaul of their Salesforce Marketing Cloud system with reusable templates, code snippets and helper functions.

Frontend Developer, Clemenger BBDO

2019 - 2021

Learned Vue on the job and shipped it to production. Built Vue.js applications for BMW and Myer, including a complete overhaul of the Fashions on the Field web app under a tight Melbourne Cup deadline. Dynamic HTML banner campaigns for BMW, NAB, TAC and Belong. Later became the sole Myer eDM developer, running the full pipeline from design to Salesforce deployment.

Various Contracts, The Royals, Trout, Cummins & Partners

2018 - 2019 · Contract

Contracts across three agencies. At The Royals: dynamic HTML banner suites for AustralianSuper (adopted by Google as a DV360 showcase), Athena Home Loans, Deakin University, Intel and REA Group, plus eDMs for Spotify and Mercedes-Benz. At Trout: product page builds for Reece Group. At Cummins & Partners: dynamic banners for SpecSavers.

Developer, Isobar Australia

2009 - 2017

Eight years spanning the full evolution of web development — from Flash and ActionScript through to HTML5 banners, eDMs, and frontend JavaScript. Built interactive mobile games for Smiggle, redeveloped The Smith Family's donation portal with a custom state-machine, and managed the Porter Davis website solo for over a year. Became DoubleClick Studio HTML5 certified.

Developer, Cre8ive

2007 - 2008

Early-career Flash development in Canberra — ActionScript, interactive websites and microsites, including award-winning work for the Royal Australian Mint.

EDUCATION

Diploma, Web Design — Riverina TAFE (2007)
Diploma, Digital Media — Riverina TAFE (2005)